

# kapten

Paris, February 6, 2019

## Kapten, a new ride-hailing service on the roads.

As France's leader in ride-hailing services, Chauffeur Privé has changed its name to Kapten and is now ready to take on Europe. Much more than just a campaign, it is the launch of a new global brand orchestrated by agency FamousGrey, Paris.

With the takeover by Daimler group in 2017, the French leader now sets its' sights on competing with Uber to become the domestic ride-hailing leader.

This campaign will be released across digital platforms, in cinemas with 3 short ads directed by multi-award-winning director Bart Timmer as well as on billboards, press and radio from February 13. It will initially be released in France, followed by Portugal, the UK and then throughout Europe.

"AT LEAST HE TOOK A KAPTEN."

Follow the stories of three people who leave their Kapten car finding themselves in very sticky situations... The moral of the story is: even if it means finding yourself in the wrong place at the wrong time, you might as well have gotten there the right way. This witty take on things combining humor, irony and awkward mismatch builds a universal and popular brand identity with the positioning "Might just be your best decision today".

At least with Kapten you can accumulate loyalty points and order your car at an affordable and fair price. You can also congratulate yourself on having chosen a ride-hailing company that supports its' partner drivers on a daily basis, and who pay their taxes locally while doing so.

Tell yourself this: it's not the final destination that matters most... it's the journey that counts; especially if it's with Kapten.

### About Kapten

Launched in February 2019, Kapten is the new name of Chauffeur Privé - the major French ride-hailing company established in 2012, currently available in Paris, Lyon, the French Riviera and since last September in Lisbon, Portugal. Kapten is the PHV app that takes care of its users all along their journey by offering an exclusive loyalty program, fair prices fixed before the ride, ability to book a ride up to 30 days in advance and a responsive and local customer service. The company works with more than 22 000 partner drivers and serves 2 million passengers. It was acquired by Daimler AG in January 2018.

### About FAMOUSGREY PARIS

FamousGrey Paris is the French entity of the international Grey network, one of the largest advertising agency networks worldwide. Currently, FamousGrey Paris also represents clients such as: Ducros, Vahiné, MAE, Atout France, Pfizer, HSBC.

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